

Course Overview



Effective Communication, Sales & Negotiation for the Technical Professional

Studies of the “best practices” of successful businesses reveal a strong correlation between achieving superior business performance and being leaders in communication, sales, account management and customer service. Skilled communication impresses clients and colleagues, promotes the effective flow of information, and creates a more harmonious and productive business environment, while poor communication skills can cause confusion, frustration, misinterpretation, inefficiency, and lost business. Moreover, ineffective communication can limit a technical professional’s potential growth and value to the organization.

In addition, today’s competitive business environments require that technical professionals be able to “sell”. Internally, you "sell" as you compete for resources, advance your projects and careers, get buy-in to ideas and strategies and promote change. Externally, you sell products, services, or projects to existing and potential customers. *Do you have a well-defined process to follow and do your customer-facing personnel have the necessary skills to implement the process successfully?* If not, you may be struggling with some of the hazards of ineffective selling skills in the technical environment, such as doing “un-paid consulting” in hopes of attaining business, chasing after poorly qualified opportunities, caving-in on price, and chasing after decisions.

Technical enterprises often find that their technical professionals have outstanding technical expertise, but are unfortunately lacking in the necessary “soft skills” -- communication, sales, negotiation and customer service skills-- to be effective in the business development arena. Fortunately, this is not usually due to lack of ability in these areas, but rather a lack of training.

This course focuses on the communication, sales and negotiation skills that are necessary to be an effective “business developer”. **It promotes a consultative, “win-win” approach to selling and business issues in general, designed especially for technical professionals.** The focus is on the systematic application of a logical process including effective questioning, listening and communication skills, an understanding of the human elements involved, and the necessary strategies and techniques.

Through self-assessment surveys, participants learn about themselves (behavioral style; internal "scripts"; preferred information processing modes) and how to be more effective in dealing with customers who are different. Best practices are stressed along with a set of tools and techniques that can be applied immediately to improve their confidence, credibility and effectiveness when interacting with customers.

Course Objectives

- Equip technical personnel with basic communication, sales, and negotiation skills to interact effectively with customers and colleagues.

- Help develop the strategies and techniques necessary to better recognize and control selling opportunities.
- Increase sales revenues and improve margins

Course Focus *(The content is customized to address the participants' specific issues.)*

Communication Strategies and Tactics

- How to avoid ambiguity, assumptions and confusion
- How to better set, communicate and manage customer/colleague expectations to avoid dissatisfaction and unhappiness
- The key elements of effective and productive meetings
- How to effectively communicate, interact with and persuade/sell to “difficult” people, i.e., people whose personality and behavioral styles are different from yours
- How to get decisions you need to keep projects moving forward and on track
- Understand your communication tendencies and how to adjust for improved effectiveness
- How to establish rapport as well as cultivate and strengthen relationships with customers/colleagues
- Getting colleagues/clients to make and keep commitments
- Questioning strategies to uncover the truth about where your customer/colleague stands on an issue
- How to listen more effectively and talk less
- How to get people to feel urgency and make decisions/get closure
- How to deal with confrontational, demanding and and/or irate customers
- Why “small talk “ may be costing you business and what to do about it
- How to replace communication awkwardness and frustration with confidence and control
- How to clarify work requests and eliminate wasted effort in re-do's.
- How to communicate what you want someone to do so it gets done correctly
- How to deal with negative communication behaviors, such as arrogance, excessive talking, critical or negative attitude, etc.
- How to deliver “bad news” and discuss sensitive topics
- How to develop and strengthen credibility and trust
- Understand information processing preferences to improve communication
- How to handle “requests to jump”; how to say “No”; how to not over-commit
- How to deal with difficult questions and objections

Sales/Persuasion Fundamentals

- How to persuade customers/colleagues about an issue
- Getting buy-in from internal or customer management/team
- Understanding and utilizing a 9-step selling/persuasion process that works in a technical environment
- Overcoming the stigma of “selling”
- Avoiding the pitfalls of traditional selling--long sales cycle; low close rate; low margins, etc.
- How to sell a “solution”, as opposed to “features and benefits”
- Presenting your capabilities/solutions—what and how to present
- Knowing how and when to use your technical knowledge and expertise so it doesn't hurt you
- How to avoid “un-paid consulting”

- Understanding and identifying business opportunities: the needs, wants, problems, and motivating factors for action
- How to help internal or external “prospects” (team members, managers, subordinates, customers, etc.) discover they need your idea, product, service, etc. and why “convincing” won’t work
- Controlling the selling/persuasion process—knowing what is going to happen next
- How to differentiate yourself from your competition
- How to “Close” -- get decisions from others
- How to avoid and minimize “Think it over”
- How to effectively follow-up with a customer
- Dealing with a customer’s negative perception or defensive position
- How to get customers comfortable enough with you to “open-up”
- How to separate a “real” opportunity from a “resource drain”
- How to tie technical capabilities to business solutions
- How to develop urgency to move decisions forward
- How to sell/persuade on value, not price
- How to promote your ideas, concepts and projects to management
- How to win resources for your group, project or process

Negotiation Fundamentals

- How to apply win-win negotiating techniques and strategies
- Dealing with the pitfalls of positional negotiation
- When to “walk away” from an opportunity
- How to create a process of mutual consent
- How to uncover and handle potential deal-killers early in the selling process
- How to deal with No’s and stalls

Course Format

The material is presented in a manner to facilitate the process of learning, from the initial phase of understanding (knowing) a concept, to the advanced phase of applying (owning) it. Much interaction is encouraged. Participants have an opportunity to discuss and practice specific techniques, strategize their own specific situations and participate in role-playing exercises that simulate realistic communication and selling situations. The onsite delivery of the training is customized for each client by incorporating specific industry scenarios, examples and role-plays to assist with the application process. Role-playing of actual situations is included.

Course Length

This curriculum requires 3 days to deliver. It is offered as a 3-day consecutive training, or for onsite delivery it can be divided up into non-consecutive sessions to accommodate schedule constraints. We also offer shortened versions (one and two-day), by customizing the curriculum to address the most pressing issues and the available schedule.

Course Materials

All participants receive a 200+ page binder with course materials including course overview, agenda, notes, handouts, exercises and reference material.

Comments from Past Participants

- “This was a fabulous course. The instruction was great and the tools that you learn will be valuable in many positions. Clearly the best training I have ever attended.” - *Thomas Hackbardt, Sr. Account Manager, Robert Bosch LLC*
- “If you take only one course in the next 10 years, make sure it is this one!” - *Mike Chenery, Vice President for Advanced Product Engineering, Fujitsu Computer Products*
- “Helped me gain an understanding of what costumers are really looking for, besides price reductions! Taught me how to promote value.” - *Jessica Orhanen, Account Manager, Karl Schmidt UNISIA, Inc.*
- “This training really brings light, clarity, and order to a previously mysterious process of customer interaction and sales.” - *Christine Lorenz, Sr. Member Technical Staff, Siemens Corporation*
- “Again, I'd like to offer a sincere ‘Thank You’ for helping us at EduNeering. Your training session was, by far, the BEST sales training session I've ever attended (including those by Miller Heiman, Tom Hopkins, Brian Tracey, etc.)” - *Eric Satterthwaite, National Account Director, EduNeering, Inc.*
- “I came out of the training with a new perspective on technical selling and consulting. Although I am not in a direct sales role, I will be able to interact with customers more effectively and better assist my team in qualifying opportunities. I would highly recommend this course to anyone in a technical selling/consulting role. - *Annette Reeves, Technical Analyst, Ricardo*
- “This course was so good that I’ve been to it twice—and I brought it in-house at Phillips for my colleagues to attend. It’s a must for us to remain competitive in today’s tough market!” - *Scott Blum, RF Applications Engineer, Philips Semiconductors*
- “Amazing! The knowledge instilled by this training will definitely improve my selling skills and make me more effective. It was exactly what I needed. Very organized, brings together many common sales techniques into an organized program for the technical environment...” - *Trent Lovell, Sales Engineer, GE Industrial-Sensing*
- “The techniques described in this course are very pertinent to our conducting of project acquisition, development, delivery and daily interactions, externally and internally.” - *Chenyang Xu, Member Technical Staff, Siemens Corporation*
- “The best “sales training” I’ve been through. Directly relevant to selling our technical products and services.” - *Richard Botelli, General Manager, Abaqus, Inc. (Currently Dassault Systemes, Simulia Corp.)*
- “I recommend this course to people like me, who have a technical background but little sales and negotiation experience. It will help them in everyday relationships with colleagues, customers, suppliers, friends and family.” - *Stephano Marica, Program Manager, Robert Bosch Corporation*
- “Excellent...it adds structure to something that most engineers don’t realize is a process that can be systematically followed with results.” - *John Williams, Sales Engineer, TI*
- “Training exceeded my expectations. Good application techniques were demonstrated through case studies, role play, etc.” - *Rob Bernakl, Program Manager, AVL*
- “This training was the best we've ever had over the past 12 years--relevant, lively, good real life examples, fast-paced and interactive.” - *Bob Hughes, Sales Dir., STERIS Isomedix*

- "This training helped us reevaluate how we sell, where we sell and to whom! It gave us practical tools we can use to refine our approach. This is a program that all levels of an organization could benefit from. Provides 'real' and 'practical' tools that you can use no matter what your role." - *Joe Gemma, Sales Manager, Staubli Corporation*
- "From our most seasoned sales professional to the newest team members, our group, across the board took away skills that were applied immediately. The group was turned from skeptics to fanatics in a matter of hours as they saw tangible, instant results in their discussions. Phenomenal content, delivery that will become a foundation for our internal discussions moving forward." - *Ian Gilpatrick, VP Sales & BD, Industrial*
- "This is by far the best work-sponsored training I have ever attended. The communication aspect was outstanding!" - *Ed Thompson, GM Account Manager, Bosch Rexroth*

Most important: Our participants give the training very high marks (9.0-9.5 out of 10) and ask for more!!